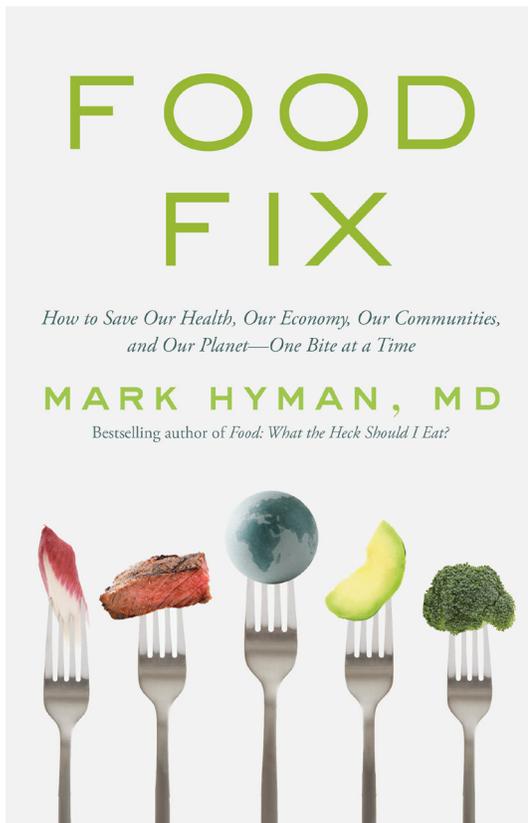


FOOD FIX: *How to Save Our Health, Our Economy, Our Communities and Our Planet—One Bite at a Time*



How to grow, produce, and consume food to resolve the world's health, environmental, social, and economic crises, from #1 New York Times bestselling author Mark Hyman, MD.

Our most powerful tool to reverse the global epidemic of chronic disease, heal the environment, reform politics, address social injustice, and revive economies is food. What we eat has tremendous implications not just for our waistlines, but also for the planet, society, and the global economy. What we do to our bodies, we do to the planet; and what we do to the planet, we do to our bodies.

In *Food Fix*, #1 bestselling author Mark Hyman explains how our food and agriculture policies are corrupted by money and lobbies that drive our biggest global crises: the spread of obesity and food-related chronic disease, climate change, poverty, violence, educational achievement gaps, and more.

Pairing the latest developments in nutritional and environmental science with an unflinching look at the dark realities of the global food system and the policies that make it possible, *Food Fix* is a hard-hitting manifesto that will change the way you think about – and eat – food forever, and will provide solutions for citizens, businesses, and policy makers to create a healthier world, society, and planet.

IN FOOD FIX YOU'LL LEARN:

- How to eat to fight off disease and nourish your body.
- What you can do today to help reverse climate change.
- How Big Food and Big Ag control our food system and what to do about it.
- How to support a food system that not only creates a healthier you, but healthier communities, schools, and a healthier planet.

KEY MESSAGES FROM FOOD FIX:

- **If we don't change the food system, we're going to spend \$95 trillion dollars on chronic disease over the next 35 years.** Historically our death was caused by infections, poor sanitation, or what we call communicable disease. Now 70% of deaths worldwide are caused by "non-communicable disease" – heart disease, obesity, type 2 diabetes, cancer, and dementia. These are caused by our habits and lifestyle – bad food, stress, smoking, and lack of physical exercise. Over the next 35 years, we will spend \$95 trillion on chronic disease, caused by our industrial diet in both direct health care costs and the loss of productivity due to chronic lifestyle related diseases.
- **Big food spends a lot of money in Washington to keep us fat and sick.** Big Food companies claim to be good stewards of public health. They argue that obesity is a complex issue and that they have an important role to play in addressing it. Engaging in government agencies and working on policy issues is a critical part of this effort, they say. But food companies have a much more insidious motive. The real reason they spend so much money in Washington is so they can block policies that hurt their bottom lines and promote policies that make them money – regardless of whether the outcomes are harmful to society or not.
- **The food industry preys on our most vulnerable citizens.** Obesity rates in children have tripled since the 1970's and one in three is overweight or obese. In fact, one in four teenagers now have type 2 diabetes or pre-diabetes – something we used to call adult onset diabetes. If a child is overweight his life expectancy may be 10-20 years less. Every year, companies such as Coke and McDonald's spend \$1.8 billion marketing their products to children as young as 2 years old. The average child between 2 and 14 years of age sees 10 to 11 of these ads per day. That's roughly 4,000 ads a year. According to the American Psychological Association, children under the age of 8 don't instinctively recognize the difference between TV Commercials and programs, which makes them particularly vulnerable.
- **Big Food Buys Partnerships.** The largest public school system in Texas—called the Houston Independent School District — entered into a four-year deal with Domino's in 2018 to market the fast food giant's "Smart Slice" pizza in its schools. Domino's gave the Houston school district \$8 million in exchange for the right to sell its branded pizza—served in Domino's-emblazoned cardboard boxes and sleeves—in school cafeterias. The company claims it sells its "Smart Slice" branded pizza in more than 6,000 school districts in 47 states.
- **Minorities are also targeted by the food industry.** The food industry is part of the story of structural violence that hurts minorities, the poor, and the food insecure. From 2013 to 2017, food advertising on black targeted TV increased by 50 percent. Black teens viewed 119 percent more junk food related ads, mostly for soda, than white teens. Even if you talk to your kid three times a day about healthy eating, there's no way to compete. In the last decade type 2 diabetes rates have tripled in Native American children, doubled in African American children, and increased 50 percent in Hispanic youth. Native Americans, Native Hawaiians, Pacific Islanders and Asians are also twice as likely to get diabetes. If you are African American you are over 4 times as likely to have kidney failure and 3.5 times as likely to suffer amputations as whites. It is a form of apartheid when the poor and minorities live in areas that lack healthy food and have an overabundance of fast food outlets and convenience stores.

KEY MESSAGES FROM FOOD FIX CONTINUED:

- **Bad food is making us anxious, depressed, and is messing with our brains.** We lament our low global standing in academic performance. We are 31st in math, reading, and sciences in the world. Is it because of bad schools? Bad teachers? Or is it the food? One in six children have a neurodevelopmental disorder. More than 1 in 10 children have ADHD. Brain development is the worst in poorest kids who also have the worst diets with brain sizes 10 percent lower and IQ's an average of 7 points lower. The phenomenon of poor school performance in kids who face health issues, who consume poor diets, who are obese and often diabetic is called the Achievement Gap.
- **Farm and food workers have some of the most dangerous jobs in the world.** Most of us don't think of farm and food workers when we eat. Food and farm workers are the largest sector of workers in America, numbering over 20 million. They rarely make a living wage and are subjected to harsh working and living conditions, including modern forms of slavery, sexual harassment, abuse, lack of health care, and exposure to toxic agricultural chemicals.
- **If we transform the food system, we can tackle our climate problem.** Our food system as a whole is the biggest contributor to climate change. Reimagining how we grow, produce, consume, and waste food is the number one solution to reversing climate change. If greenhouse gas emissions continue to rise at current levels, we can expect temperatures to rise up to four degrees or more, and extreme weather to intensify and damage life, infrastructure, and the food system. Within 20 years, temperatures are likely to rise over two degrees Celsius. What does that world look like? The polar ice would completely melt in the summers, coral reefs (on which we depend for our fisheries) would disappear, extreme heat would make much of the south uninhabitable. Plagues would migrate north with 5.2 billion at risk for malaria. And this is just the beginning.

THE SOLUTIONS: *What can YOU do?*

FOOD FIX solutions for healthier people, communities, and a healthier planet.

- **Solution #1: Support regenerative agriculture and sustainable food.** Most of us think that fossil fuels are the biggest cause of climate change. Actually it's our food system from end to end—the deforestation, destruction of soils, food waste, factory farmed animals, and processing, transport, and refrigeration. The good news is that if we converted our farms to regenerative ag at scale, the soil has the ability to drawdown all the carbon in the atmosphere that's been created since the industrial revolution. **For every 1% of organic matter, our soil can hold 27,000 gallons of water per acre preventing droughts and floods and fires. When you support companies that practice regenerative agriculture, you are contributing to the reversal of climate change.**
- **Solution #2: Stop purchasing Franken-foods.** Today 60% of our diet is ultra-processed food made from commodity crops—corn, soy, and wheat—that's turned into various sizes, shapes, and colors from the raw materials—high fructose corn syrup, white flour, and refined soybean oil. When you vote with your dollars and your fork to stay away from these foods, you send a message to big food to stop subsidizing commodity crops and grow more fruits and vegetables!

- **Solution #3: End food waste.** Americans throw out 35% of their food. All those rotten fruits and veggies waste huge amounts of resources and end up in landfills off gassing methane. Ending food waste is one of the most impactful ways to reverse climate change.

Here's how YOU can help:

1. Buy only what you need.
 2. If food may go bad soon, make a soup or stew.
 3. Get a compost bucket for your kitchen.
 4. Start a compost pile in your backyard, or buy an in-home composter.
 5. Use it in your garden or donate it to someone who has a garden.
- **Solution #4: Be an activist.** Teach your family why food matters. Work with your local schools to fix school lunches. There are many examples of finding ways for kids to eat real foods that meet school lunch guidelines, that are within the school budget, and include foods that kids will actually eat. Be a parent activist. Teach your co-workers. Be an example. Start a lunch club and rotate who prepares meals made from real, whole foods. Get your employer to make rules about what is allowed. At Cleveland Clinic, the CEO eliminated any sugar sweetened beverages from the campus. It's possible! Join a grassroots organization dedicated to fixing our food system. Hold your legislators accountable. Both state and federal. It's easy to be complacent, to feel like your vote or voice doesn't matter. It DOES.
 - **Solution #5: Grow your own food.** Growing your own food is the epitome of eating locally—even if it's just a few herbs in a pot in your house, or a small garden in your backyard. Urban farming is on the rise. Start or join a community garden. You could join a community supported agriculture program where you get organic, local fresh produce all summer at a fraction of the cost you would normally pay. This is a great way to not only connect with others but to ensure that you're eating the highest quality food.

THE SOLUTIONS: *What can our government do?*

FOOD FIX solutions for our policy makers.

- **Solution #1: Reform SNAP.** SNAP, or food stamps, provides \$7 billion of soda to the poor—that's about 30 billion servings a year. That money goes to big soda companies. And guess what? Sugar sweetened beverages are proven to be the biggest cause of obesity and disease. In fact, 20% of the American revenue of one of the two big soda companies comes from food stamps. That makes them the biggest welfare recipient in the world. We need to reform SNAP policy so that recipients have more access to healthy foods.
- **Solution #2: End junk food advertising.** The President of Chile and the head of the Senate stood up to Big Food and banned all marketing of junk food, put warning labels on processed food, ended any junk food in schools, got rid of cartoon characters on packaging, put in an 18% soda tax, and even ended advertising of baby formula. Big Food targets kids, the poor, and minorities with massive ad campaigns on TV, online, and with social media. And it works! Chile put an end to it which led to a massive reduction in consumption of disease-causing foods. Why can't we do the same?

- **Solution #3: Support our farmers.** The government tells us to eat 5-9 servings of fruit and vegetables a day, yet only 1% of ag subsidies support the growing of fruits and veggies and only 2% of our farmland grows them. Even worse, if conventional farmers grow fruits and veggies along side their giant corn and soy fields they are penalized by the government. HOW does that make sense? Not only that, farming has quickly become one of the most dangerous jobs in this country. We need to incentivize farmers to grow food that serves us and the planet, and we need to ensure their safety.
- **Solution #4: Separate business and policy.** The latest person overseeing our new dietary guidelines is fresh out of her old job as a lobbyist for the Corn Refiner's Association and the Snack Food Association. You think there might be a conflict interest there? The Farm Bill, which controls most of our food and agricultural policies, is corrupted by lobbyists who spend half a billion dollars to get what they want. 100% of the members of the House and Senate Ag committees receive donations from Big Ag and Big Food—whose interests do you think they are going to serve? If we want policies and guidelines that actually serve our citizens, we need to stop Big Food from buying its way to the top.

FOOD FIX is a call to action. We have the ability to reclaim our health, reverse climate change, and support our communities with a key set of practical solutions.

“This is the most important book I feel I have ever written. It’s about the single most important and overlooked issue of our time. My hope is that this book will contribute to a conversation around reimagining a food system that unburdens the economy from chronic disease, protects the environment, helps reverse climate change and creates world of healthy children and citizens. Food Fix addresses the economic impact of our food system, how food choices can change our chronic disease epidemic, the web of Big Food and Big Ag, marketing junk food to children, the corruption of science, public health groups, the power of the food industry lobbyists, and so many more issues that need our focused attention.”

- Dr. Mark Hyman, MD

